Abstract

A server system directs product selection over a communication network where screens are displayed to a user. The screens are arranged in a sequence. The server system processes user data from user input signals to determine if the user data is consistent with at least one of a plurality of products. The server system transfers a selected one of the screen signals corresponding to a selected one of the screens if the selected one of the screens is backward in the sequence or if all previous ones of the screens in the sequence prior to the selected one of the screens have the consistent data. The server system transfers to the user system over the communication network an earliest one of the screen signals corresponding to an earliest one of the screens in the sequence that does not have the consistent data if the selected one of the screens is forward in the sequence and if the previous ones of the screens in the sequence prior to the selected one of the screens do not all have the consistent data.